

Exhibit 5A

Yearly Difference Between Drip Coffee and K-Cup Price

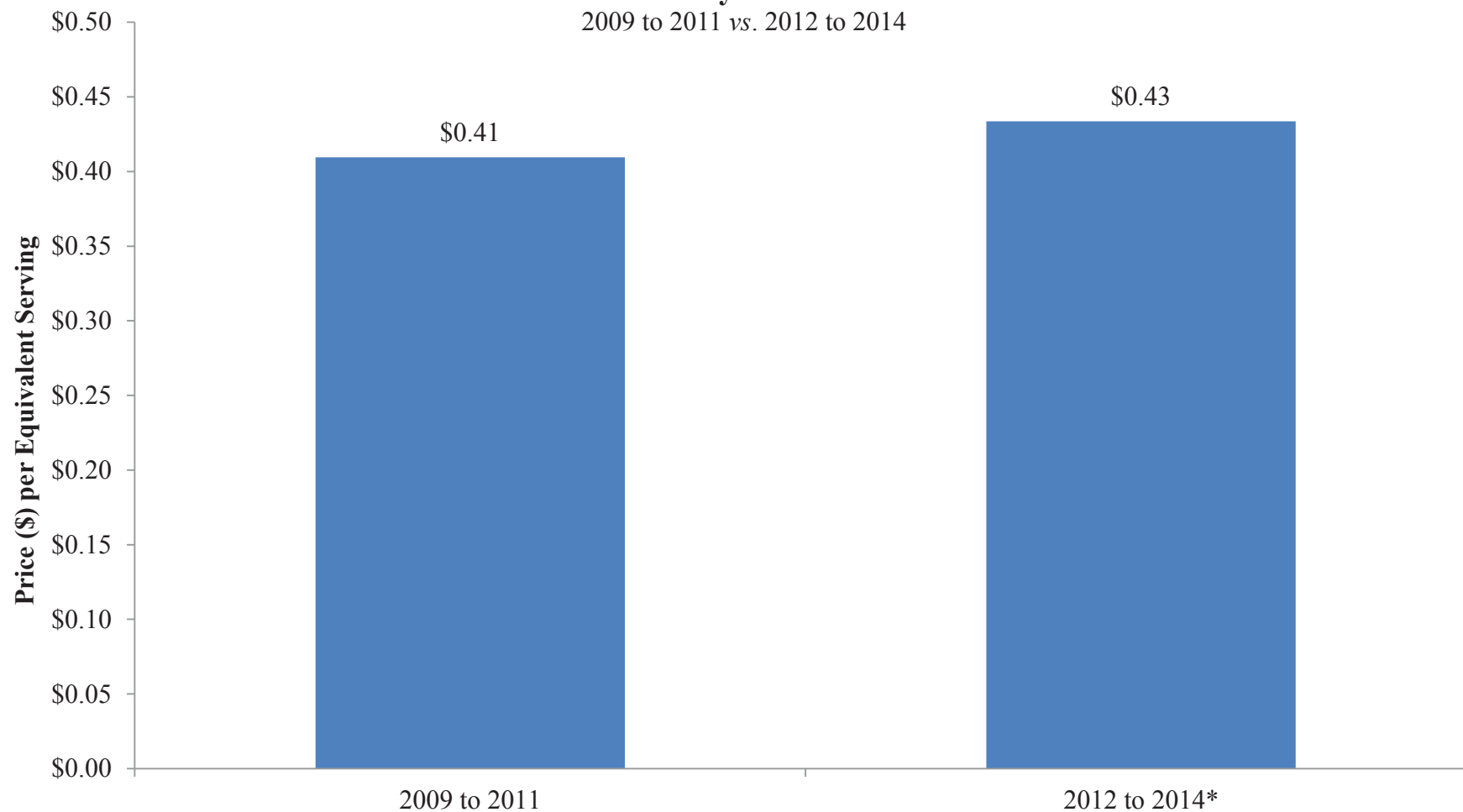
Year	Drip	Coffee Price (\$/Eq. Serving)		Difference (K-Cup - Drip) (\$/Eq. Serving)	
		K-Cup		K-Cup and Drip	
		All Licensed K-Cups	Licensed K-Cups Sold All 6 Periods	All Licensed K-Cups	Licensed K-Cups Sold All 6 Periods
2009	0.147	0.518	0.518	0.371	0.371
2010	0.152	0.524	0.524	0.372	0.372
2011	0.181	0.596	0.589	0.415	0.409
2012	0.185	0.625	0.597	0.440	0.412
2013	0.174	0.613	0.584	0.439	0.411
2014*	0.168	0.591	0.563	0.423	0.395

*Note: 2014 is 52-weeks through July 13, 2014.

Source : Nielsen Retail Sales Data.

Exhibit 5B

Difference Between Drip Coffee and K-Cup Price Pre and Post Entry of Unlicensed Packs 2009 to 2011 vs. 2012 to 2014



*Note: 2014 is 52-weeks through July 13, 2014.

Source: Nielsen Retail Sales Data.